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| Theorist | Concept | Particip | Procedure of Experiment/Study | Results | Conclusion | Limitations | Gender and culture diffs |
| **Skinner** | Operant Conditioning: reinforcement and punishment change our behavioral tendencies  Reinforcement: behavior increase  Punishment: behavior to decrease  Pos (+): something is given  Neg (-):  Something is taken away | Pigeon  Rats | Create behaviors by reinforcing gradual steps to the goal | Taught pigeons and rats to do complex behaviors to avoid punishment or gain reinforcement | All behavior we exhibit is reinforced – al behavior that stops is punished | He used animals in a lab setting | Rein/pun are not the same in all cultures and not the same between all people |